GL BAJAJ
Institute of Management & Research
Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.)–201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2020 -22)
MID TERM EXAMINATIONS (TERM -III)
Academic Session- 2020-21

Subject Name: Research Methods in Business	Time: 01.30 hrs.
Sub. Code: PG-19	Max Marks: 20

Note:
1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

<u>**SECTION – A**</u>   **04+04 = 08 Marks**

Q. 1: Case Study:
Data:

Price (Rs) (X)	Demand (Y)
10	100
9	120
8	140
7	160
6	175
11	90
12	70
13	55
14	40
15	25

Regression Statistics	
Multiple R	0.9983484
R Square	0.9966995
Adjusted R Square	0.9962869
Standard Error	3.1079078
Observations	10

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	274.09091	3.724777435	73.5858488	1.29585E-12	265.5015569	282.68	265.5	282.68
Price (Rs)	-16.81818	0.342169388	-49.1516261	3.24897E-11	-17.60722584	-16.029	-17.607	-16.0291

Questions:

Q. 1 (A): Determine Coefficient of Correlation and interpret the result

Q. 1 (B): Based on the data analysis, Develop a Regression Model with justified explanation.

SECTION – B   **02×03 = 06 Marks**

Q. 2: Explain the process of Literature Review and its various sources.

Q. 3: What are the components of Research Process?

Q. 4: Differentiate between Primary Data and Secondary Data.

SECTION – C   **03×02 = 06 Marks**

Q. 5: In Banking Industry, suggest the research topic and reason in the context of Exploratory and Descriptive Research.

Q. 6: A receptionist was maintaining the database of customers with following entries viz Name, Age, Gender, Credit Score, Annual Income, Address, Temperature of the body, Bill Amount, Room Number and Customer Rating of the Hotel. Classify the data as Nominal, Ordinal and Scale for SPSS input.

Mapping of Questions with Course Learning Outcome

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	2,3,4	**6**
CO2	1	**8**
CO3	5, 6	**6**
CO4	NA	**0**

Note: Font: Times New Roman, Font size: 12.